

ORDER



Orders	Order / Rev:	354913
	Alt Order #:	
	Product Desc:	Political Can
	Estimate:	
	Flight Dates:	10/15/12 - 10/22/12
	Original Date / Rev:	09/10/12 / 09/10/12
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Vicki Nelms
Sales Office:	LASV
Sales Region:	LOC

Agency	Name:	Policy Communications
	Buying Contact:	David Thomas
	Billing Contact:	
		415 S Sixth St
		Las Vegas, NV 89101

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Ellsworth/Judge
	Demographic:	A25-54
	Product Codes:	PL Other
	Priority:	P-03
	Revenue Codes:	AGY-TRANS, POL CAND, GEN

New Business Thru: _____
Order Separation: 00:10:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	15	\$6,675.00	\$5,673.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$6,675.00	\$5,673.75	0.00
Totals	15	\$6,675.00	\$5,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicki Nelms			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	20%	\$6,675.00
Market	100%	\$33,375.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	0%	\$0.00
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	80%	\$26,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTNV	10/15/12	10/19/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M- W- F- -	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00

Order / Rev: 354913
 Alt Order #:
 Flight Dates: 10/15/12 - 10/22/12

Advertiser: Ellsworth/Judge
 Product Desc: Political Can
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTNV	10/15/12	10/19/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M-W-F--	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$500.00		0.00			
N 2	KTNV	10/15/12	10/19/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	MTWTF--	:30	5	\$325.00	P-03	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$325.00		0.00			
N 3	KTNV	10/18/12	10/22/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	M--T---	:30	1	\$650.00	P-03	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1				\$650.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$650.00		0.00			
N 4	KTNV	10/16/12	10/19/12	M-F 11-12p Action News	CM	M-F 11-12p	-T--F--	:30	2	\$300.00	P-03	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T--F--		2				\$300.00		0.00			
N 5	KTNV	10/15/12	10/19/12	M-F 10-11a The View	CM	M-F 10-11a	M-W-F--	:30	3	\$550.00	P-03	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$550.00		0.00			
													Totals	15	\$6,675.00